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Synopsis for Ph.D. Registration

on

The Effect of E- Commerce on Offline Retail Market – A Case Study of Ranchi District.

Guided and Supervised by-

Dr. Anirban Gupta

Assistant Professor
Department of Commerce
St. Xavier's College, Ranchi

Submitted by-

Ashish Sharma

Research Scholar
(M.com, UGC- NET)

University Department of Commerce and Business Management
Ranchi University, Ranchi
Jharkhand (India)

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1. INTRODUCTION

This study is going to examine the effect of e-commerce on the offline retail market and how the retail market can protect themselves from it. E-commerce in general refers to the buying and selling of goods and services through digital form by using Mobile Phones, Laptops, Pc and etc. without making any kind of physical appearance, making shopping quite easier as compared to earlier days and has seen an exponential growth over the past two decades. Meanwhile the offline retail market, holding the traditional retail business and face to face transactions, has faced many challenges and difficulties due to the rise of e-commerce. The research tries to explore the effect of the shift of consumer behavior, market dynamics and economics outcomes with reference to Ranchi district.

In this fast-changing world consumer life style have changed a lot they feel uncomfortable and time consuming going to crowded market specially after COVID. So online shopping is a boon as it saves a lot of time and effort involving the direct buying and selling of goods and services from a seller without any intermediary over the internet which reduces the cost of the product. Shoppers are now able to visit web stores from their house and shop by sitting in front of the Computer, Mobile Phones and etc. Online stores are usually opened 24*7 and many consumers have internet access both at work and home making it convenient for them to shop online and the consumer can buy the product at any time and from anywhere in just a single click. One of the most interesting factors about online market particularly during holiday season is that it alleviates the need to wait in long lines or search for a particular item at a certain store and also provide exciting vouchers and coupons during weekends or month end to increase sales, which attracts at lot of consumers. Many people are shifting from offline retail market to online market for many reasons among which few are, getting a wide range of product to choose from which increases the selection ability of the consumer whereas the retail market lacks in this, another point is the price variability goods in comparison to offline market are quite cheaper in the online market as they do not have intermediaries which indirectly reduces the product cost. This shift or change in the consumer buying pattern has seen a rapid growth after the COVID 19 pandemic where people were forced to be at their home in quarantine and going to the physical store was nil and that is where the online market has boosted providing goods to the doorstep which not only increased its market share but also made it popular among the people. According to a report by Komal Sharma e-commerce industry in India has seen a 17 percent increase on June 2020 post pandemic[1].

On the other hand, purchasing of product from traditional market is continuing since many years many consumers go for offline so as to examine the product and hold the possession of the product just after payment. Some go for offline shopping and some for online and many go for both the kind. Offline market creates brand awareness through traditional marketing techniques. Many people are already familiar with offline retail stores and may be more likely to spend money on a product or services they already knew. Offline market has much to offer, it can reach customers in a way that isn't reliant on Internet, Print Media, or even Radio ads. Offline marketing techniques can help to connect with customer who may not be as familiar with digital

marketing terms and are more likely to act when they get a Phone Call rather than checking Website or App, it creates a bond between the seller and the buyer. Offline market also works well for businesses with physical locations that do not want their brand presence to be limited only to the internet as the store can be seen and visited by the customer from time to time. It creates a brand value and trust in the minds of consumer which increases the retention ratio. For example, suppose the seller own a café and want people to know about its new menu items and specials. The best way to target locals is to advertise in the Local Newspaper or distributing Pamphlets rather than through Facebook ads or Instagram posts. Talking of offline market its profitability and sales has declined over the years which makes it quite impossible for the owners to run the business further leading to the closure of the business. Many small business, local shops had been shut down as they were not been able to match their day-to-day expenses due to decline in sales. But a trend can be seen during the past year many offline stores are now adopting dual channel to sell their product where they provide dine in facility or sell product physically and at the same time accepting orders through Swiggy, Zomato, Big basket and now Blinkit has also started where you can order Groceries and get it in 10 minutes.

A link can be created where we can see that O2O (Online to Offline) business model is becoming popular, the idea behind O2O is to locate customer online and then get them into physical stores. O2O sites like Groupon, Restaurant.com, Lenskart, Pepperfry, Nykaa are liked and use by many people across the world. These businesses mainly concentrate on services like tourism, catering and other essential services, customer generally participates in this due to its inseparability of service. Thus, O2O commerce model is very appropriate for personal living service industry, where people are generally active all the times and keeping up the "Buy online, pick up in store" trend which is crucial to maintain sales. E-commerce stores does not have the physical experience that consumer need, especially for expensive or personalized goods. As a result, there is an imperative need for two channels to be integrated [2].

PROFILE OF RANCHI DISTRICT

Ranchi the capital of Jharkhand known as the "City of Waterfalls" is located in the southern part of Chota Nagpur plateau which is the eastern section of Deccan plateau and was formed on 15 November 2000 by carving out the Bihar division of Chota Nagpur and Santhal Parganas. Ranchi Municipal Corporation covers an area of 175KM^2 and is divided into 55 administrative wards, each represented by an elected corporator, its average elevation is 651m above sea level.

Ranchi according to 2011 Census has a population of 10,73,427, of which males are 5,58,872 and females are 5,14,555, it has an average literacy rate of 87.68%. According to a study done by ASSOCHAM in late 2010, Ranchi was one of the highest employments generating Tier 3city in India with a share of 16.8%, followed by Mangalore and Mysore and ready to be developed as a smart city under the hundred smart cites selected under PM Narendra Modi's flagship smart cities mission, Ranchi is rapidly growing its economy, certain parks, Special economic Zones and

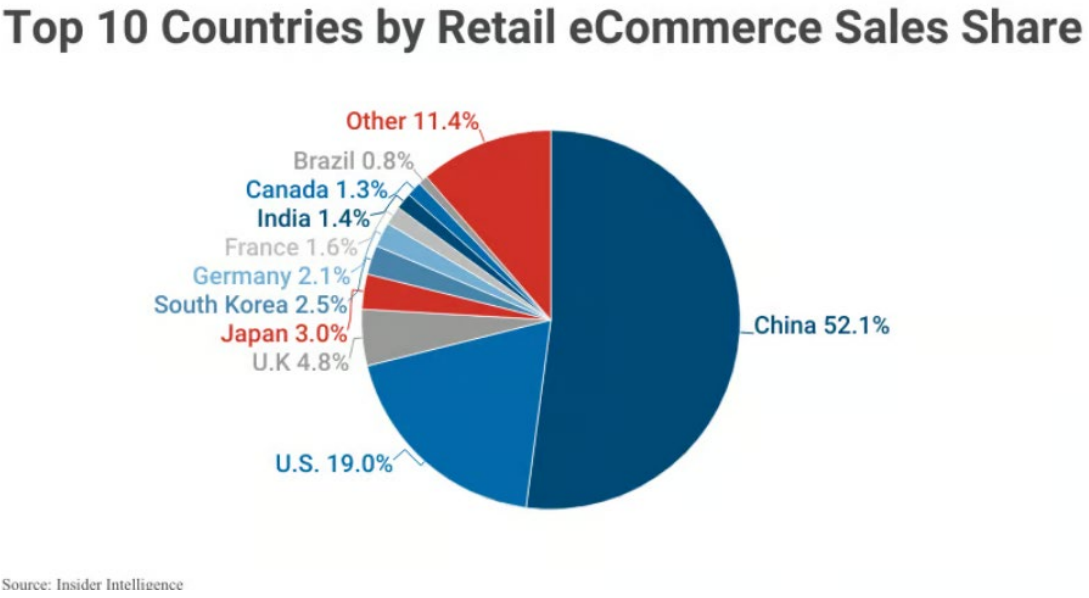
industrial area are also been developed. Ranchi has STPI which is an IT park and more IT park are going to be developed here, due to various jobs opportunities and introduction of various companies majority of people from small villages are shifting to Ranchi for work making it a hub for job seekers which had started to increase the consumption ratio than before and majority of job seekers involves youth who are updated on internet and order many things online leading to the increase of e-commerce market in Ranchi[3] . People are now using mobile phones having internet connectivity which is making quite easier for them to be more actively participate in E-commerce, various apps are delivering orders at night which shows its demand and popularity among the consumer.

E-COMMERCE A CONCEPTUAL FRAMEWORK

E-commerce by its name can be understood as the buying and selling of goods and services through internet without having any or minimum physical interaction between the buyer and seller. It has brought revolution in the market by offering goods and services 24*7 and conveniently to the customer by providing wider range of product to choose from and at a lower cost. With the development of E-commerce, we can categories it in seven ways: -

1. B2B (Business to Business)- In this type of e-commerce two different business firm deals with each other were one buys goods and services from the other through electronic mode.

2. B2C (Business to Consumer)- This is the most popular and used form of e-commerce where consumer purchase goods and services through electronic form where they get the goods at a lower price in just a single click and the important thing which attracts the consumer the most is the specification and information which they get about the goods sitting at their house. This trade method allows the businesses to promote their goods online and grab more customer.



As seen in the above figure it can see that China with (52.1%) is leading in B2C e-commerce sale followed by U.S with (19%) and India with (1.4%).

3. C2C (Consumer to Consumer)- This e-commerce takes place between consumers where one sells their product by listing it online and the buyer purchase it paying the amount from which the platform takes it cut.

4. C2B (Consumer to Business)- In this e-commerce model the consumer sell the goods and services to the business firm and they pay for it, it is quite the opposite of the above model Blog can be a better example of this model as the business purchase the blogs from consumer.

5. B2G (Business to Government)- This model involves the transaction between the business and the government where business bids on the government projects and tender and complete them and in return gets paid for it.

6. G2G (Government to Government)- It can be defined as the exchange of data, information and conducting electronic communication between government agencies this model helps in the smooth running of the department and reduces red tape to some extent.

7. C2G (Consumer to Government)- In this model the transaction takes place between the citizens and the government where the pay for their taxes and other services which are provided by the government.

But above all the models we can say that B2C, C2C and B2B models are widely used.

E-commerce has started in the world in the late 1960 to 1968 combining a lot of invention which included (EDI) Electronic Data Interchanged (a platform for digital transfer of document) followed by invention of online shopping by Michael Aldrich in 1979 (he is also considered as founder or invertor of e-commerce) , in 1992 Charles M. Stack invented book stacks unlimited where you can purchase books online and it was the first online shopping site created at that time.

The important invention which navigated the way for e-commerce in the world was in 1992 when Amazon and eBay were launched. Amazon by Jeff Bezos and eBay by Pierre Omidyar. In 1998 PayPal was launched which was first e-commerce system to make online payment. Many more inventions took place between the following years which had impacted the market in one way or the other, massive changes can also be seen during 2005-2009 which increases the online sale, in that Amazon launches its prime membership where they started delivering goods within two days, Many online wallet payment systems were also launched where people could easily transfer money from their bank accounts to their virtual wallet for hassle free payment, online platforms also started introducing advertisement from where they would be able to grab a large number of consumer. In 2017 Instagram introduced shoppable tags enabling people to sell their product directly from social media platform, by which people can buy the product while scrolling social media.[4]

India a country with a population of 142.86cr people having different culture and tradition and home to innumerable caste and tribe, a country where a large number of

populations is youth contributing to a good and fast- growing economy. E-commerce in India was started shortly after the introduction of internet in 1995. In the earlier stage e-commerce was only in the form of B2B model but later it came to B2C model. In the year 2002 IRCTC started its e ticketing portal which paved a way for e-commerce to reach a number of consumers, later in 2013 online retail market entered to set their feet in the e-commerce industry. As the time passed various things added up in the e-commerce segment like DTH recharge, Mobile Recharge, payment of different bills, booking various tickets online and etc. It has also changed the buying behaviour of consumer due to its variety, affordability and convenience. With the increase of data affordability, wider products and boost in consumer consumption the growth of e-commerce has impacted a lot, Government has also supported e-commerce by bringing UPI (Unified Payments Interface), providing internet facility to the villages, promoting Digitisation and Skill India movement by which a lot of people came to Tier 1 and Tier 2 cities for jobs leading to increase in consumption of goods.

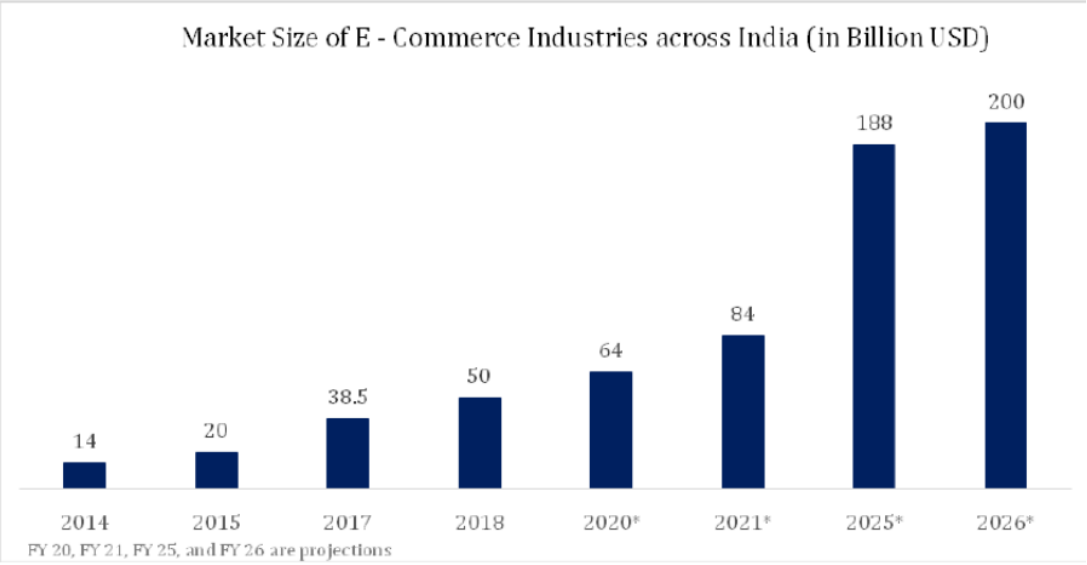


Figure 1: Market Size of E.- Commerce Industries across India (in Billion USD).
Data from Statista. Retrieved from https://www.statista.com/statistics/792047/india-E - commerce-market-size/

India is a fast-growing market and from the above figure we see that E-commerce industry has jumped from 64 billion dollars to 84 billion dollars from 2020 to 2021 and aimed to reach 188 billion dollars in 2025 which shows that it is emerging gradually due to its demand among the consumer and estimated to reach 200 billion dollars till 2026.[5]

COMPARISION OF OFFLINE MARKET V/S ONLINE MARKET IN INDIA

Offline market in simple term refers to the buying and selling of goods and services physically, this type of market is present everywhere and existed from a very long period and widely used as they do not require internet. Offline market was started before the Indus Valley Civilization when there was no concept of money people uses barter system to exchanging goods against goods, but after sometime it started creating problem for people as they were not been able to get the actual value in return for their goods and then the concept of money came into light leading to the

growth of the market. Offline market uses various techniques which create brand awareness in the minds of the consumer and beneficial for those who are not that much updated to the internet. Retail market provide satisfaction to the consumer who are purchasing goods for a higher amount as they can physically verify the goods before actually buying it and it creates a bond between the buyer and the seller. Despite the increase of the e-commerce the TV advertisement has shown a growth 9.6% in 2024. There are few points which help the offline market to grow are stated below: -

A. Tangible Presence- Tangible elements like Business card, Flyers or a Brochure resemble tangibility to the consumer and they feel having something valuable and evoke a sense of reliability that e-commerce may not provide. Moreover, these materialistic things stay with the customer for a longer period reminding them of a specific brand.

B. Local Reach- Offline marketing targets people through Local Newspaper, Radio Broadcast or community groups reaching to the targeted consumer at a less time with accurate message maximizing their impact. These stores create a brand image in the minds of local people which eventually increases their sales.

C. Direct Interaction- In this market the seller directly interacts with the buyer which creates a sense of trust and personal connection that is hard to create in the online market. Potential consumer can ask question and get immediate answer and establish a rapport and the most important thing is that the retail stores get feedback about their service and can improve it.

D. Less Competition- Offline market cuts through the noise of world competition which gives it a first hand to establish its store and usually do not need to cuts it price of the product.

Talking of online market, it can be simply understood as the virtual buying and selling of goods and services through internet and it had been already talked about earlier so it does not need much introduction or briefing. It includes B2B, B2C, C2C, C2B, C2G, G2C, G2G and many more types of market which had been already discuss in the “E commerce a conceptual Framework” chapter. Here we are going to understand the benefits of E-commerce which are as follow: -

A. Low Cost: - E-commerce cuts the supply chain which is generally present in the offline market by which it is able to provide goods and services at a lower cost and increase demand.

B. 24*7 availability: - Online market works 24 hours a day make it a better option to choose from especially in urban areas where the demand of goods is present at night, various grocery and food delivering partners like Swiggy, Zomato, Blinkit, Amazon are available there.

C. Wider Range: - Online market is an ocean providing goods with an infinite opportunity from which the consumer can easily choose and make their decision better which they lack in the retail market.

D. Accessibility: - E-commerce provide goods and services to those area where the branded stores are not set up and consumer demand is present.

E. Door step delivery: - E-commerce provide goods and services at door step of the consumer so that they do not need to step out and waste their time outside and now the online stores provide same day delivery in many metropolitan cities.

Offline market and Online market are quite similar to each other they sell goods and services to the consumer the only thing which differ them is their place of operation as offline market involves a huge fixed cost online market saves itself their and there are many more things which can be talked about. Here are some of the points which can use to compare online market and offline market: -

a) Convenience – Online market is more convenient as compared to offline market as in this the consumer just have to sit on the couch or bed in their house and order things and do not need to step outside whereas in offline market the consumer have to move to the store.

b) Time consuming – Online market is less time consuming as the consumer do not have to stand in the queue to buy product whereas in offline market consumer have to give their one or two hours of the day to buys certain products.

c) Wider Range- E-commerce provides a number product to choose where the consumer has many choices but in offline store the product quantity decreases which makes the consumer to shift online.

d) Authenticity- Online market lacks in providing authenticity to people who have crossed a certain age as the consumer find it difficult to buy the product without touching them and offline market has a first hand in this section as the consumer can touch the product.

e) Cheaper Product- People in India are a little money minded the consumer always try to buy the product from the place where they get it at a cheaper rate which is generally possible if the consumers are buying it online as it surpasses the intermediaries where as in offline market the product price increases due to the supply chain.

f) Discounts and Offers- Many times while shopping online and during the payments of the product the consumer get different vouchers and coupons which can be availed at the next shopping so it generally attracts a greater number of consumers, while in offline retail store no such coupons are available.

g) Quality- Quality is the main thing for which the consumer had purchase the product, in offline shopping consumer can feel the texture of the product and may be try that if needed but in online market the product varies a lot which sometimes refrain the consumer to buy certain expensive goods.

h) Terms and Condition- Various hidden terms and condition are present while shopping online which are generally unknown to the buyer maybe it is related to pricing policy or exchange policy and consumer gets trapped in that stuff lead to loss of money and trust whereas in offline market they build a trust with the seller.

As the researcher have seen various points in the comparison of online market and offline market it can be said that online market has seen a rapid growth in India in the past few years attracting a lot of potential consumers towards it, but one thing should be kept in mind that many people now also avoid shopping online and prefer offline.

2. REVIEW OF LITERATURE

This study covers the research that has been done on how e-commerce has affected the retail industry. Instead of presenting fresh evidence, it evaluates the current circumstances. Instead, then being preoccupied with how e-commerce would affect sales through traditional item and product sector typologies, the focus is on the method as it supports Business to consumer behavior and how retail procedures and practices may be changed. This article has contended that despite the considerable ambiguity and a variety of conflicting opinions regarding the fate of e-commerce and e-retailing and their influence on urban design and the city center, evaluations that rely on product/merchandise categories constrain comprehension of the future. E-commerce is an innovative procedure, therefore an approach that scrutinizes the procedures in retailing and how they contrast between physical store and online store retailing presents a more lucid perspective of the essence of the "threat" (or chance) to current retail destinations and operations**. (Burt & Sparks, 2003)[6].**

Retail business is a set of actions intended to raise consumer satisfaction, or the perception that a good or service has lived up to expectations. Its significance varies depending on the product, industry, and client; for example, damaged or defective goods can be exchanged. This research has been conducted to determine the relationship between retail client and the sales of the local shop. Reviewing various retail services provided by Indian shops is the goal. Also, the study aims to determine consumer satisfaction levels with regard to retail services and the effects of those services on sales. The conclusion was drawn that, Retail stores are

part of the service sector and provide both goods and services. As a result, retail good management not only shares the traits of good product quality but also possess unique qualities in terms of service quality. Although the services provided by the shop are subpar, planning and process execution need to be improved. Retail stores use these services to increase sales and foster client loyalty so that they can compete on a global scale. The shop should draw young people who shop for both themselves and their families. In addition, the shop needs to focus on drawing in a variety of clients **(Kotni, 2011)[7].**

Manufacturers and retailers are responding to the "new normal" consumer mode, which is leading to adjustments and improvements in shopper marketing. Manufacturers as well as retailers can manage current products and introduce new products more effectively and efficiently by inventing and/or embracing innovations in customer marketing methods. Substantial advancements in manufacturer and retailer shopper marketing strategies are being shaped by significant developments in technology, the economy, regulation, and globalization. Recent advancements in consumer marketing include those related to multichannel marketing, measurement, organization, store atmosphere and style, in-store merchandising, and digital marketing activities. The main managerial hurdles to attaining a manufacturer-retailer-shopper win-win-win solution are closing the manufacturer-retailer collaboration gap, surmounting management obstacles, and resolving consumer welfare and concerns. The following seven major unresearched issues related to the shopping cycle are based on plausible future scenarios and our speculation of changes in the environment and shopper marketing practices: new insight generation through non-traditional discoveries, the interaction effects of rational and emotional drivers, individual and environmental factors on shopper behavior **(Shankar, Inman, Mantrala, Kelley, & Rizley, 2011)[8].**

Retailers must understand the multi-channel shopping habits of today's consumers in order to meet changing and evolving customer expectations and requests. Customers around the world now have the advantage over sellers and demand buying experience wherever, anytime, and through any distribution platform thanks to smartphones, tablets, and essentially "unrestricted" access to the Internet from the convenience of their homes, places of employment, or while shopping in-person or on the go. **(Maheshwari, 2013)[9].**

E-commerce is the way of the future of retail. E-commerce is likewise a business option that should be investigated in the future. E-commerce is growing quickly in our country. Indian e-commerce has had significant growth over the past few years, supported by a growing base of internet users and favourable demographics. E-Commerce will continue to have a lot of room to grow in the future. Whatever the case, there are some issues that must be adequately resolved. In the current article, an effort has been made to consider the current state of e-commerce in India, look at its difficulties, and discuss its potential. .**Dr. Naveen Kumar (2014)[10].**

Using computer networks to exchange goods or services is known as electronic commerce, or ecommerce. Technology is used in e-commerce, including production network management, electronic store transfer, and mobile commerce. The traditional retailers' and e-commerce companies' business models are completely dissimilar. The impact of India's growing e-commerce on traditional merchants is larger. They have been modifying their internet methods to stay competitive. Understanding the new e-commerce trends and their evolution from an Indian perspective is the investigation's main goal. The impact of e-commerce on traditional or physical retail arrangements. E-commerce has both a positive and a negative impact on traditional retail. **Dr Mahesh (2016)[11].**

The internet plays a significant part in our daily lives. We utilize the internet virtually every day for all of our tasks. Before to e-commerce, buying and selling were done offline, in the markets, but since ecommerce has arrived in India, our lives have grown easier due to its many benefits. Due to ecommerce websites in India that allow us to buy and sell the things of our choice at reasonable prices, the majority of users engage in online shopping, which is a type of ecommerce. E-commerce websites have a significant impact on a variety of marketplaces and companies. This essay will look at various markets, shops, and their impacts. **Menal Dahiya (2017)[12].**

The goal of this investigation is to learn more about e-development, commerce's influence, and impact on the domestic and global markets. Worldwide, e-commerce is expanding quickly. Its growth and advantages are already clear from research in rich nations, but it is also having a good impact on the development of emerging nations. Globalization and the easing of restrictions on imports and exports between nations will lead to improved knowledge and data technology development in all economies. E-commerce is also playing a significant part in emerging nations' increased revenue production, expanded client base, and employment growth in the IT sector. **Aparana Miglani, (2017)[13].**

E-commerce has influenced how industry dynamics have changed, with online retailers getting a larger market share and traditional stores finding it difficult to adjust. Traditional brick-and-mortar retail establishments have been significantly impacted by e-commerce which has resulted in decreasing foot traffic, lowered sales, and greater competition from online retailers. The survey also discovered that traditional shops can succeed by leveraging their strong existence, providing distinctive in-store experiences, and using technology to improve the customer experience. For decision-makers, industry professionals, and academics interested in the fate of the retail business, the study's findings are significant. This study intends to enlighten ongoing discussions on the prospects for the sector and to give insight into the best approaches for adjusting to the shifting retail landscape by putting light on the effects of electronic commerce on physical retail outlets **(Mahmood, 2023)[14].**

3. RESEARCH GAP

A lot of research had been already done on this topic and various prominent literatures has also been written describing the effect of e-commerce on retail market but the thing which seems to be missing is that most studies has focused on metropolitan cites or global trend and cities like Ranchi have not been explored yet. Most studies have been focused on consumer behaviour in the cities having high digital literacy and internet penetration and this study will focus on developing cities like Ranchi where now also people are adopting e-commerce platform.

4. RESEARCH PROBLEM

Shopping is very common between people not only from today but from a long time only the medium has changed due to the introduction of e-commerce platform which can be easily seen among the retail stores as their sales and revenue had decline over the past few years and leads to closure of some stores which did not change their techniques according to need of the market and some of the problems which need to be investigated in the research are:-

- Impact on the sales and revenue of retail market in Ranchi District due to e-commerce?
- Analysis of shift of consumer from offline to online?
- How e-commerce has increased the consumer expenses?

5. IMPORTANCE OF THE STUDY

In this the researcher is going to study the effect of e-commerce on the offline retail market because it can help the researcher to understand how e-commerce had changed and evolved during the past years and what impact can be seen on the Consumer, Retail Market and in the Economy. These are stated below: -

1. Shift in Consumer Behavior- E-commerce had become popular among the consumers in the recent years and this study will try to bring out the shift in the behavior of the local consumers of Ranchi from offline traditional retail market to online market and how this is reshaping the retail industry.

2. Impact on Local stores- Small and medium sized retail stores are facing challenges to cope with the market due to the presence of online market giants. This study can provide valuable information on how the retail stores are coping with the difficulties and whether they are trying some different methods or techniques to run the business.

3. Survival Strategies- This study can highlight different strategies which the retail stores can adopt to be in the race, it can bring out the opportunities like adaption of hybrid model (offline and online), enhanced customer service,

niche market and many more.

4. Economic Structure- By doing research on a particular area like Ranchi this research can provide insights of the effect of e-commerce on the retail market, local employment, consumer buying behavior. Understanding these factors the government can make policies which will be beneficial for both the market.

5. Technology Transformation- This study will provide insight on how the technology had changed the consumer buying behavior, economic pattern of the area and how the local stores are responding to those upcoming challenges.

6. OBJECTIVES OF THE STUDY

- To find out the actual impact of e commerce on the local market in Ranchi District.
- To find the impact of online market on consumer buying behavior.
- To analyze market strategies offline store can adopt in Ranchi to overcome the challenges.
- To examine the positive impact of online market in the economy.

7. HYPOTHESIS

To conclude the proposed study, the following hypothesis had been framed and their validity will be tested through research techniques: -
H0= E-commerce has an adverse impact on the retail market.
H1= Consumers show a preference for E-commerce over offline market due to convenience and variety.
$H1_2$=Positive Impact of E-commerce on the economy.

8. DATA COLLECTION AND HYPOTHESIS TESTING

- **Nature of data used**

  Both primary and secondary data will be used for the purpose of the study.

  Primary Data -

  It will include Survey, Questionnaire, Personal Interviews.

  Secondary Data –

  It will include Government Publications, Websites, Journal, Articles, Books.

- **Research design**

  In this study both descriptive research and explanatory research procedure will be used to study the effect of e-commerce on offline retail market, because the research will include both primary and secondary data so as to connect with what had happened and what are the scope of improvement.

- **Sampling area**

  The sampling area forms the basis of the actual sampling procedure that is chosen for the sampling process. In this research various local areas of Ranchi district will be considered so as to provide an accurate data which will be beneficial for the work.

- **Method of Sampling**

  For the study, the probability sampling method will be used to choose respondents so as to get precise data which will be beneficial for further studies.

- **Sampling Size**

  There would be around 300 sample of whose data will be collected through online Google Form, Questionnaires etc. which will give us an accurate data for our research.

- **Classification**

  Classification would be in 3 categories: -

  People

  Male (20 to 80 years)- This data will consist about 50 male candidates representing a cross section male population, ensuring variation across different life stages, experiences and needs.

  Females (20 to 80 years)- Same as above this data will consist about 50 female candidates encompassing a variety of life experiences, responsibilities and perspectives.

  Shop Owners

  Electronics- This subgroup will include the electronic sector, such as those selling electronic gadgets, home appliances and their input will provide an insight of market trends, challenges and etc. This category will include about 50 samples.

  Fashion- This subgroup includes about 50 samples representing a variety of stores including clothing, accessories and footwear retailers this insight will reflect current fashion trends, business strategies.

  Local Vendors- This subgroup will include about 100 samples which will

reflect insight about the small-scale business, it will include market seller, street vendor.

- **Data collection tools**

  Data will be collected with the help of Questionnaire which will be formed by considering various Literatures, Comments, and Viewpoints of the People, Shop Owners and Local Vendors. And google forms, Personal Interview will also be considered.

- **Tools used for data analysis**

  Descriptive, Correlation, Regression data analysis tools and other specific tests will be used for the analysis of the study.

9. LIMITATION OF THE STUDY

This study has tried to bring out the new findings and to complete the aimed objective but some of the concepts are yet to be explore which can be seen in the further studies. These may be due to the various reasons which are stated below: -

a) Cost – The cost of creating and maintaining a website change daily due to various reasons and the cost of infrastructure and fulfill of orders also changes so it is difficult to find out the actual impact.

b) Security- The Apps and Websites of e-commerce faces various types of threats and security problem on daily basis which fluctuates their prices and on the other hand retail market has a problem of theft and fraud.

c) Technical Issue – These may arise in e-commerce in the form of some kind of glitch and issue in payment or some kind of websites problem like site may crash and finding actual data is not possible.

d) Personal Touch – There is a lack of personal touch in e-commerce by which the satisfaction actually received by the consumer cannot be determined it can only be understood by the responses given by the consumer which may not be accurate.

10. TENTATIVE CHAPTERISATION

1. INTRODUCTION AND REVIEW OF LITERATURE.
2. PROFILE OF RANCHI DISTRICT WITH REFERENCE TO OFFLINE MARKETING.
3. E- COMMERCE A CONCEPTUAL FRAMEWORK.
4. COMPARISION OF OFFLINE MARKET V/S ONLINE MARKET IN INDIA.
5. DATA COLLECTION AND HYPOTHESIS TESTING.
6. CONCLUSION AND SUGGESTION.

Supervisor **Researcher**

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